

Exploring the Path of Integrating Excellent Traditional Chinese Culture into Ideological and Political Education in Universities

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Abstract: Against the backdrop of multicultural exchange in today's world, promoting excellent traditional Chinese culture, inheriting and carrying forward traditional virtues, has become one of the main contents of ideological and political education for contemporary college students. The excellent traditional Chinese culture contains a unique educational theoretical system that emphasizes ethical values and advocates the unity of morality and intelligence, which is highly consistent with the content, methods, and objectives of ideological and political education. In the context of the new era, this topic is facing new situations and challenges, but also contains new opportunities and possible paths. This article aims to explore how to integrate excellent traditional Chinese culture into the ideological and political education of college students, and find effective paths and methods.

Keywords: Excellent traditional culture; Universities; Ideological and political education

The excellent traditional Chinese culture contains a systematic and unique educational theoretical system with national characteristics, emphasizing ethical values and the unity of morality and intelligence. Taking ideological and political education as a carrier for promoting excellent traditional Chinese culture, designing effective teaching plans can inherit the Chinese cultural context, explore historical connotations, and unleash the contemporary value of traditional culture. At the same time, it can also enhance the ideological and moral qualities and cultural confidence of college students.

1. The coupling between excellent traditional Chinese culture and ideological and political education in universities

1.1 Chinese excellent traditional culture has a profound ideological and political foundation

The Chinese nation has over five thousand years of glorious cultural traditions, and has always followed the principle of "harmony in diversity and inclusiveness" from ancient times to the present. It absorbs foreign ideas, extracts essence, and removes dross, providing support for the creative transformation and development of traditional Chinese culture. Culture constantly accumulates and inherits in its development process, and the cultural innovation activities carried out in each era are based on the foundation of predecessors, looking forward to the future, and constantly advancing along the footsteps of predecessors. In the context of the new era, the ideological and political education work in universities should attach importance to exploring the excellent traditional cultural resources of the Chinese nation, inheriting the excellent morality and traditional virtues of the Chinese nation. As Confucius said, "Do not neglect good deeds and do not neglect evil deeds." And as Zhu Xi wrote, "Youth is easy to learn but difficult to achieve, and an inch of time cannot be taken lightly." These are the core values emphasized in current ideological and political education.

1.2 The cultural value possessed in ideological and political education

Fundamentally speaking, ideological and political education is an indispensable part of cultural construction in universities, and there is a close connection between them. Ideological and political education requires educators to demand that students possess the standardized traits required by today's society based on specific concepts, moral principles, and behavioral standards. In this process, cultural factors play a crucial role, as they can directly influence the behavior of learners and also influence members of society through subtle changes in people's ideological concepts. From this perspective, the entire process of ideological and political education is essentially a cultural education practice, aimed at helping young college students establish correct worldviews, outlooks on life, and values, and cultivating them to become socialist successors and builders with balanced development in morality, intelligence, physical fitness, aesthetics, and labor. The

fundamental goal of current education is to cultivate students' moral character, which requires educators to pay attention to their personality development, help them shape correct values, and form noble ideological, moral, and personality traits. From this perspective, it can be observed that there is a certain degree of cultural value and pursuit embedded in ideological and political education. In the new era, strengthening ideological and political education for college students is conducive to enhancing their sense of national identity, collective honor, and patriotism.

2. The Path of Integrating Excellent Traditional Chinese Culture into Ideological and Political Education in Colleges and Universities

2.1 Innovative integration methods of excellent traditional culture in ideological and political education in universities

Considering the uniqueness of universities and the physical and mental needs of students, ideological and political education in universities should take the problems that students often encounter in their learning and life as the starting point, and design a series of ideological and political education content with the theme of "benevolence, righteousness, propriety, wisdom, and trustworthiness" for aspects such as thinking development, behavioral habits, social barriers, online fraud, emotional communication, and mental health. Currently, major universities are actively exploring experiential situational teaching methods, combining classroom teaching with social practice, organizing activities such as visits, volunteer services, and themed speeches to cultivate students' patriotism and socialist core values, and enhance the attractiveness of ideological and political theory courses. Universities should also fully leverage the educational value of local historical and cultural attractions, red education bases, as well as important traditional festivals and commemorative days, adopting situational teaching models to provide students with immersive experiences and profound spiritual education. Integrating excellent traditional Chinese culture into the extracurricular practice of college students, leveraging the educational functions of campus clubs, the internet, and other platforms, expanding their extracurricular life, enhancing their sense of identity with Chinese culture, and cultivating their patriotism.

2.2 Create a campus environment rich in cultural heritage

In the process of integrating excellent traditional Chinese culture with ideological and political education in universities, universities should increase their research and practice of campus culture, which is one of the key ways to enhance the effectiveness of ideological and political education in universities. Universities should infuse excellent traditional Chinese culture into campus behavior, spirit, and material cultural construction, fully leveraging the implicit educational value of the environment. The campus material environment is a reflection of the overall image and characteristics of the school, and also provides key material support for the construction of campus behavioral culture and spiritual culture. In the construction of campus material culture festivals, emphasis should be placed on creating an excellent Chinese cultural atmosphere, improving the quality of campus construction, cultivating students' emotions, and spreading positive cultural concepts. We can strengthen the construction of hardware facilities on campus, improve the functionality of the campus environment, and enable teachers and students to have more exposure to advanced culture and experience the beautiful prospects of the great rejuvenation of the Chinese nation and the Chinese Dream. As a social ideology and group consciousness, the core of campus spiritual culture lies in promoting national spirit and the spirit of the times. Universities can use the campus official account, website, radio, bulletin board, blackboard newspaper, school newspaper and other ways to publicize the school spirit, school motto, school running purpose and other contents of the university, enhance the degree of spiritual civilization on campus by promoting and cultivating socialist core values, so as to promote the reform and development of ideological and political education in universities^[4]. Campus behavioral culture follows the concept of people-oriented ideology and behavioral norms system, and achieves its functions through the participation of individual and group students. In the construction of campus behavioral culture, it is necessary to regulate students' behavior, teach them how to use polite language, cultivate good moral habits, enhance their cultural confidence and consciousness, and promote the innovative development of excellent traditional Chinese culture.

3. Conclusion

The excellent traditional culture of China is the spiritual wealth of the Chinese nation, carrying the thoughts, spirit, and wisdom of ancient people. These cultural heritages are not only symbols of national identity, but also important forces driving social progress and the development of human civilization. By integrating traditional culture into ideological and political education in universities, students can better understand and master the values and moral norms of the Chinese nation, thereby cultivating their patriotism and sense of social responsibility. Exploring the humanistic spirit in traditional culture and enriching the content of ideological and political education in universities can stimulate students' enthusiasm for excellent traditional culture, enhance cultural confidence, and cultivate their comprehensive qualities, providing high-quality talents for socialist modernization construction.

References

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